

CENTRAL INTELLIGENCE AGENCY

REPORT NO.

INFORMATION REPORT

CD NO.

6051.1

COUNTRY India/URSS

~~CONFIDENTIAL~~

DATE DIS 13 MAY 1949

SUBJECT Soviet Films Distributors:

NO. OF PAGES 2 25X1A2g

Summary
25X1A6aPLACE-
ACQUIRED-NO. OF ENCLS. 1
(LISTED BELOW)

DATE OF INFO

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SUPPLEMENT TO
REPORT NO.

1. The All Union Corporation, Sovexport Films, Moscow, a branch of the Ministry of Cinematography of the USSR, has given the distributorship rights for India to the Soviet Films Distributors, 20, Haines Road, Mahalaxmi, Bombay.
2. The Soviet Films Distributors* is reported to be a private partnership among Vladimir G. Sayadiants, who is the Director and has a half share in the business; Dircobhai Desai, who joined Sayadiants in April 1945 and who is presently Indian Ambassador to Switzerland; and Mr. Chimanlal Parekh, a local business magnate who joined on the 1st of January 1947. In view of Mr. Desai's present employment, the formation of a private limited company is under consideration.
3. Other personalities involved include C. A. Martin and Nicolai Levitsky. C. A. Martin joined Sayadiants in 1944 when the latter was the owner of Asia Films of China (Bombay)*. Martin replaced one Dziubinski (fnu) and is at present manager of the Soviet Films Distributors and acts as Director in Sayadiants' absence from India. Nicolai Levitsky is the official representative of the Sovexport Films Corporation and is in India to look after the interests of the corporation.
4. The income earned by the exhibition of Soviet films in India is distributed equally between Sovexport Films and the Soviet Films Distributors after deduction of the distributors' expenses. It is reported that Sovexport Films advanced the Distributors one lakh (100,000) and sixty thousand rupees for "publicity expenses." This venture, however, though reported to be commercially served, has been unsuccessful.
5. Films are released for exhibition by the Soviet Films Distributors on charges varying between 35% to 50% of box office receipts. The distribution of these films is among various groups, most of which are affiliated with the All India Youth Federation. The number of these groups in existence and the frequency with which the films are shown are unknown at this time.
6. The Distributors have on hand at the present about 25 feature films and some 150 shorts. Enclosure 1 includes a list of pictures which are available for showing to the various groups in the Bombay area.

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| STATE # | <input checked="" type="checkbox"/> NAVY | <input checked="" type="checkbox"/> NSRB | DISTRIBUTION |
| ARMY | <input checked="" type="checkbox"/> AIR | <input type="checkbox"/> FBI | |

This document is hereby regraded to
CONFIDENTIAL in accordance with the
letter of 16 October 1978 from the
Director of Central Intelligence to the
President of the United States.

Next Review Date: 2008

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NO CHANGE in Class.

☒ DECLASSIFIED

Class. CHANGED TO: TS S C

DDA Memo, 4 Apr 77

Auth: ODA REG. 77/1763

Date: 12/17/78 By: 018

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7. Formerly a firm called Sunrich Pictures acted as the distributors for Sovexport Films Corporation. However, when they realized that the films were being used for purposes of propaganda they withdrew from their position.

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* ~~CONFIDENTIAL~~ Comment. V. G. Sayadiants reorganized the Asia Films of China (Bombay) as the Soviet Film Distributors in July 1945 after a visit from A. N. Elshin, former head of the Soviet Trade Agency in Calcutta. See ~~CONFIDENTIAL~~ for further information on Sayadiants.

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Encl: List of Soviet films (1)

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